

'He Profits Most Who Serves Best'

TULSA GASSER

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TULSA ROTARY CLUB

SEVENTEENTH DISTRICT
CONVENTION NUMBER

City Beautiful Contest Is Stimulant to Civic Pride

By E. K. OBERHOLTZER.
The Rotary club is a civic organization and has for its chief objective service, both to the individual and the community. The greatest service any individual or club can perform is that which will tend to bring the greatest good to the greatest number, to the individual first and through him to others, for after all the mottoes commonly used, "Service, Not Self," and "He Profits Most, Who Serves Best," are really the expressions of the great objective of Rotary.

The kindest thing one can do is to help a man to help himself. The same thought will apply to the community in its activities, for no service is worth while if it does not tend to remove some of the burdens of society and to add to the sum total of happiness. The test of education and service is whether the individual is able to do his part in lessening the burden and adding good will and happiness.

Rotarians believe the place to start with this great work of service is among the young people of the community. The Tulsa Rotary club has two outstanding achievements to its credit, viz: the supervision and support of the Tulsa Boys' Home and the supervision and direction of the "City Beautiful" movement. The Rotary club of Tulsa has the unique honor of inaugurating the "City Beautiful" contest during the year 1916. Through the cooperation of the Rotary club and the board of education, a director is employed and prizes are awarded to individuals for recognized achievement in this work. This movement is one of great economic, educational, and civic importance. During the days of war it stressed largely food conservation and production, which the following data will verify:

Year	No. of Gardens	No. of Prizes	Value of Prizes
1916	124	75	\$1,400
1917	238	104	\$2,500
1918	572	182	\$3,750
1919	720	203	\$3,000
1920	1225	267	\$3,000
1921	1225	267	\$3,000

Since the war has passed and the food situation is improved, the Rotary club has enlarged its program so as to take in more of the features and activities indicated by the title, "City Beautiful" movement. As a result, "Clean-up-Week," is a part of this work, also landscape gardening, flower growing, beautifying lawns and cleaning up and transferring into the city cultivated trees all vacant lots.

Tulsa Delegation of 200 Hits Trail for Conference

With Muskogee their objective, and with a determination to make "sit up and take notice," the Tulsa delegation of 200 strong—or, to be exact, 198 strong—leaves this morning for the Seventeenth district Rotary convention at Muskogee. The term "198 strong" means just what it says—they're strong for Rotary, strong for the conference, and strong for Muskogee.

Accompanying the enthusiastic delegation is the Tulsa high school boys' band of 35 pieces—a bunch of music-makers that is bound to make a hit at the conference. These musical youngsters will occupy a special Pullman, which leaves for the city at 7 o'clock this morning. In the car will be a few of the "stars" of the Tulsa Rotary club, who have been assigned to this car so the members of the band may keep them straight.

Reservations have been made for 102 Rotarians and Rotary Anna at the Sevens hotel, which will be general headquarters for the Tulsa bunch. Special accommodations will be provided for Rotarians on the mezzanine floor of the Sevens.

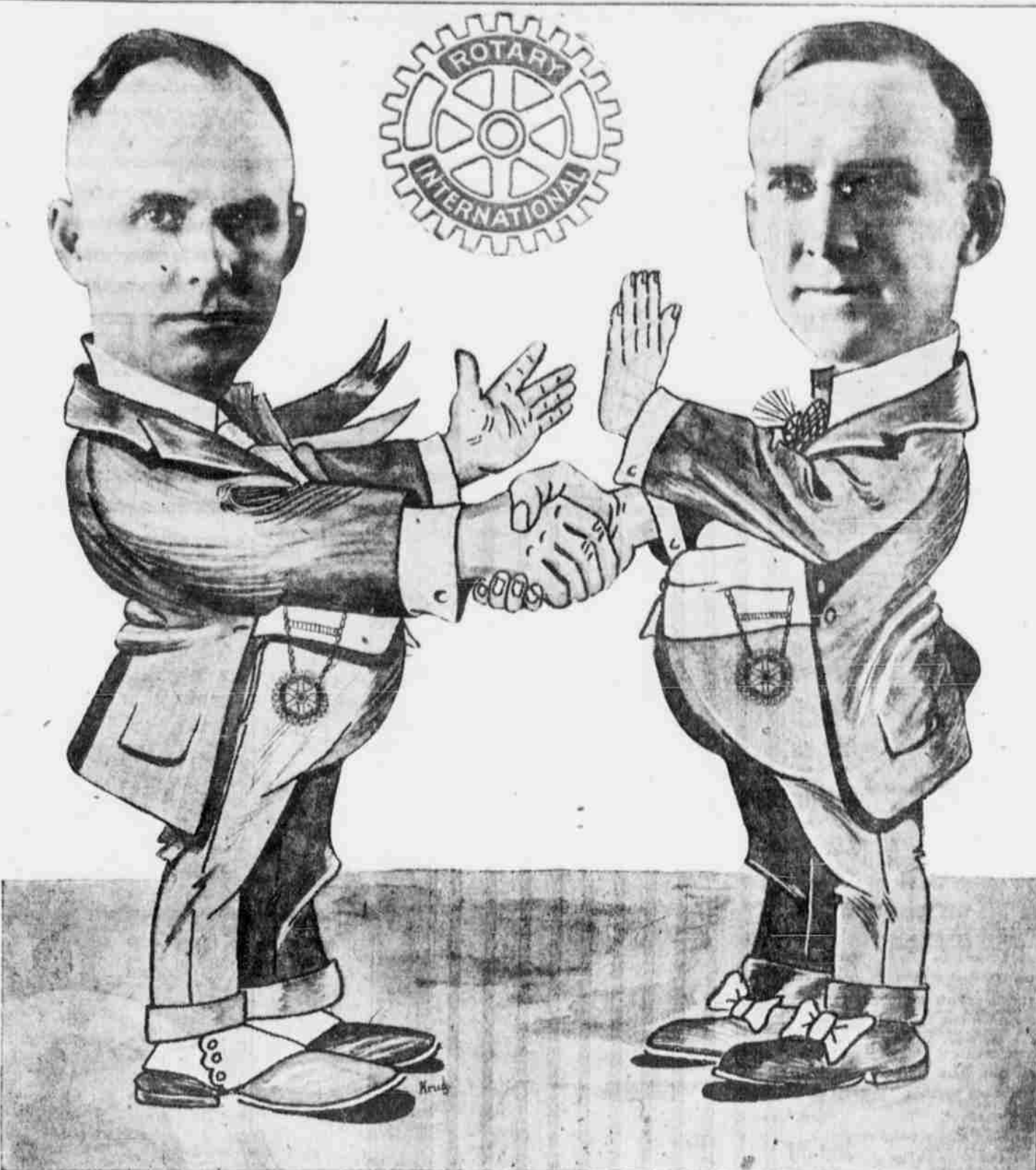
Most of the local Rotarians intend to drive through to Muskogee. The roads are reported to be in excellent condition, and they expect to start as they will arrive in the convention city about the same time as the train.

Rotary's Influence Felt Around World

The ideal of the Rotary club is rapidly encircling the globe. Under the conservative policy of the Extension committee of the International association the growth is along cautious and deliberate lines. But the movement seems to gather momentum from nation to nation, and petitions and inquiries come weekly across the seven seas to the International headquarters in Chicago.

Rotary is now founded in 22 countries and its extension means a new force for good will among nations. According to the latest reports there are 1,081 Rotary clubs in the world, divided as follows: United States, 348; Canada, 59; Ireland, 2; Wales, 41; Scotland, 3; Cuba, 3; England, 4; Porto Rico, 2; Uruguay, 1; Philippine Islands, 1; China, 1; Panama, 2; India, 1; Argentina, 1.

Says President Ben to President George: "It Will Be a Humdinger of a Meeting"



"The Song of the Rotrish Clan"

(Price winning poem by C. Warner Van Valkenburg, Tulsa Rotary club.)

The song I sing's a deathless thing,
The song of Rotrish clan.
It sings to you—it sings to me,
Of brotherhood of man.
In olden times—no rings to tale,
And doubtless it is true,
A strain of wild ran through the blood,
And aye and arrow flew.
The drums came—and Norsemen bold;
Rich, haughty Romans ruled,
And the lives of others pooled.
Then slowly, but with mounting pace
A thought began to fill
The world; of Him who gave His life.

On Calvary's darkened hill,
He taught of love and service true,
Of recompense to come—
But often times was only heard
The rolling of the drum.
As decades passed and centuries grew,
One many a stormy sea,
The Golden Rule has ridden safe
To port, through Rotary.
It's only just a year ago,
They took me to their fold,
Gone now the loneliness of life!
Gone now the bleak, the cold,
They've put a window in my house,
My house by the Sea of Life,
And now I see with vision free,
The other fellow's strife.
Lord, keep me where the breakers roll,
On life's great storm-tossed sea,
Let me help guide the Service Ship,
The banner of Rotary.
The song I sing's a deathless thing,
The song of Rotrish clan,
It sings to you—it sings to me,
Of brotherhood of man.

District Governor Ross E. Burns Hopes April, May and June Will Be Greatest Months of Rotary Year.



By ROSS E. BURNS.
Eighty-two Seventeenth district clubs, having a membership of more than 5,000, will participate in the Eighth annual conference of the Seventeenth district E. A. of R. C. for several successive years' attendance and interest in district conference has grown by leaps and bounds. The number of clubs and the membership of clubs have increased rapidly; until the Seventeenth has become by far the largest Rotary district in the world. Club executives, committees, and



conference sessions will provide unlimited inspiration and education. Let us not consider this conference a climax, but an opportunity to become still better informed and inspired. Remember the present Rotary year ends June 30. Let's make April, May and June the best months of the year. It's due our next district governor and club executives who expect us.

Rotary did not come into the world and the lives of men by accident, and while it has not been without evolution, it has at every stage met and filled a distinct need. It came from the heart of the individual, but that man, though he may hold membership in Rotary, who thinks of Rotary success as that of the individual and his vocation, has long since ceased to be recognized as a Rotarian. The true Rotarian of today thinks of his relation and the relation of Rotary to his community, his state, his nation, and to the world.

Message of Optimism Sent From International Rotary

"He will profit most who serves best." That is the business outlook for 1922!

From Babylon to Berlin—from the reports of the railroads, the various basic industries, the manufacturers of staples, the wholesalers and the retailers, the exporters and the importers, just this fact has been made most prominent.

The free-for-all period has passed, when every class of commercial and industrial institution almost reached the point where it was necessary to put guards on the doors to keep the customers away. The time has come when every line of industry must seek business.

Prosperity faces the business maker. And the business maker is the man who makes it his business to serve his customers. This holds true whether the customer is a shoemaker from a tray of steel girders by the shipload. Everybody starts from scratch. And the profits come to the concern that gives its customers the best deal that gives its prospects the best promise of service and keeps the promise.

From 1914 to 1919 there was a continuous open season of five years for profit. The worker was not required to labor for it. It came to him. The war that started in Europe paralyzed European industry. It did more than that. It brought about demands for supplies that Europe could not have furnished. And its industries were running at the peak. And there were supplies that the United States was in a peculiar natural position to supply in enormous quantities. Many of these supplies other countries could not furnish. But the problem of transporting them from these other countries involved more difficulties than from the United States. And the choice of products therefore naturally fell on the United States. There was no question of price involved. The demand was for materials regardless of price. The commercial world probably never faced such a situation in history. None of the rules based on precedent could prevail.

A species of business hysteria ensued that is unparalleled in economic history so far as enormous volume of product and unbelievable scale of prices is concerned. Everybody connected with business shared this profit making.

Then the United States entered the war. There was a slight check on high prices, as in the wave of patriotic fervor there appeared a semblance of reason and a desire on the part of some business men to give the country a fair deal. But the entrance of the United States in the war also increased the volume of business in the United States, and it did another thing. It withdrew attention from the economic problems of the management and labor material of the country from industry. Men were needed. No price was placed upon their services. The same conditions held here that held in the marketing of products.

The war ended. The demand for the unusual amount of supplies stopped at once. There was no gradual slackening off. The mills were working 24-hour shifts when—brought the customers for the product that was being poured into the warehouses vanished as though the earth had swallowed them. But the mills kept right on turning out stuff that was made of raw materials brought at the very highest prices, manufactured with machinery that had been built and installed without the slightest regard for ordinary economy and the machinery was operating at full capacity with labor being charged all the traffic would bear.

That was the situation January 1, 1919. And almost immediately in every country in Europe where industry had been in motion—where most things had come from the outside countries—millions of men who had not been working were thrown on the labor market. There was no labor for them.

Then came the awakening. It started about two years ago. And it, too, became a species of hysteria. Business that had been booming stopped suddenly. Manufacturing plants that had been working 24-hour shifts almost overnight closed down entirely. The shelves of merchants were stocked with goods for which they had paid the highest prices. They felt they must realize at least the cost of these.

And then came another change. The sound manufacturers, the merchants who were really business men, started forward. They have just started. And this time they are going ahead slowly, building gradually and on a substantial basis. The slack has been taken up. The losses have been charged off. The market is again a buyers' market and for the first time in history merchants and manufacturers are realizing the value of service to the customer. The wise manufacturer long ago realized that he did not shift responsibility for his goods when he sold them to the jobber.

And that is one of the big things the war has taught—the need of business hysteria that included the war and for which the war was the direct cause. The merchants and manufacturers of the country have been faced with a number of simple economic fundamentals that were never placed vividly before them in the past. The wise men have comprehended. And they have rolled up their sleeves and set to work.

Results are already beginning to show. This business barometer for the first two months of 1922 shows a clearing. The prospects for 1922 are better and sounder and more substantial than at any time since the first year of the war.

Beneath it all is the big spirit of mutual service. The war taught all nations that they do not live alone. It taught business that it cannot live alone. And the principle of 1922 is cited in the birthday message of Rotary to the world: "There are no problems of government, commerce or industry which a practical spirit of mutual service will fail to solve."

What Rotary Is Doing to Make This a Better World

"What is the outstanding achievement of your club?" This was the question asked of every club in the Seventeenth district that the replies might be printed in this edition of The Gasser. The reports show an amazing variety of worthwhile activities, all of which have for their object the betterment of human society and the relief of distress or misfortune.

virtually all Rotary clubs in this district are deeply concerned with the welfare of the boys of the community. They realize the boys of today are the men of tomorrow, and that these potential business men and city builders must be shown the way of today are interested in their welfare so they will be prepared to take their places as big-hearted Rotarians in the years to come.

Rotary clubs without exception have been leaders in civic accomplishment. Rotarians are broad-minded fellows who realize their duty to humanity and to their home towns and cities.

Few persons—and, incidentally, not all Rotarians—realize the activities of Rotary. Each community is confronted with problems peculiar to the section, and each Rotary club attempts to solve these problems constructively and wisely.

The following reports from over the Seventeenth district comprise a comprehensive, but brief summary of Rotary's progress and achievements in this section:

The latest piece of work which the club has promoted is the Boy Scout organization for this city. Early last summer the club prepared a budget of \$4,000 for the Boy Scout work and secured a training school executive to head this undertaking. He has been at work during the year and has had remarkable success in organizing 14 troops with a membership of about 300 boys. The work has been done practically entirely in connection with and in co-operation with the churches of the city.

The principle which the Rotary club has adopted is that the scout work should be done as a part of the church work and that each troop should be definitely connected with some church or Sunday school organization. Scouting is now well established and our club has the purpose of making the next year even more significant in this work than the past year has been.

The second large piece of work of the club was promoting the back to school movement. The club had its members speak at all the junior and senior high schools in the city and distribute pamphlets on why

parents should graduate and why they should continue their school careers. Very perceptible results of this work are evident in the school enrollment.

During the winter the club invited Doctor Williams, a noted community worker from Chicago to spend three days in this city. During that time he addressed 15 different organizations, including the schools, the scouts, Y. M. C. A. and Y. W. C. A. and the employees of business houses. The club financed Doctor Williams' work for those days and gave him services to the community.

The club this year has had a glad-hand committee, whose duty it is to meet travelers who are staying in the hotels of the city over Sunday each week. This is a very important feature of the club's program and is being carried forward with much enthusiasm.

Chickasha, Okla.
Chickasha Rotary has come through what many say is the hardest year—the worst—and it has turned into the straight way of the third year with all indications of a bright future. This is a story in the long string of successes of Rotary.

Accomplishments of the club during the past year have been many, but the main features of its work have been centered around the boys work movement and the back-to-school campaign.

In the former the club has been proceeding with considerable caution. It was found, in patterning its activities after the Chickasha plan, that the parents in Chickasha needed more education on the back-to-school movement than did the boys. The work of the club along this line during the winter has been in keeping with this fact. The club has the who will finish the eighth grade this year, in order to launch an effective campaign this spring and summer toward getting the boys back in school next fall.

The rural acquaintance campaign was started with invitations to leading farmers from various localities of the county to the weekly Rotary meetings. From this plan came an invitation to hold a meeting at Valley View schoolhouse. The Chickasha Rotarians gave a program of songs, quartet numbers and Rotary talks, with the result that through the Grady County Farmers' grange, arrangements were made for 30 more such meetings, some of which have been held with the remainder